



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/16 thru 03/22

(prices in dollars per carton)

Fri. Mar 16, 2007

SHELL EGG NATIONAL SUMMARY														
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		22.6% of 17,000 stores				23.4% of 17,000 stores				36.8% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA													
	White 12 pack				140	0.96			40	1.42	50	0.99	150	1.22
	White 18 pack				260	1.74			80	2.59	50	0.99	910	1.05
	Brown 12 pack										50	0.99		
	USDA GRADE A													
	White 12 pack				700	0.98			210	0.95	210	1.00	3,390	0.78
	White 18 pack				360	1.75			180	2.32	10	0.89	1,280	1.14
	Brown 12 pack													
	SPECIALTY	USDA ORGANIC												
White 12 pack														
Brown 12 pack				770	3.24			430	3.03			60	3.11	
OMEGA-3														
White 12 pack		10	2.50	320	2.15	60	2.69	650	2.44	200	2.50	360	2.27	
Brown 12 pack				350	2.52							210	2.28	
	CAGE-FREE													
	White 12 pack				30	2.50			250	2.50				
	Brown 12 pack				1,040	2.58			890	2.58			620	2.62

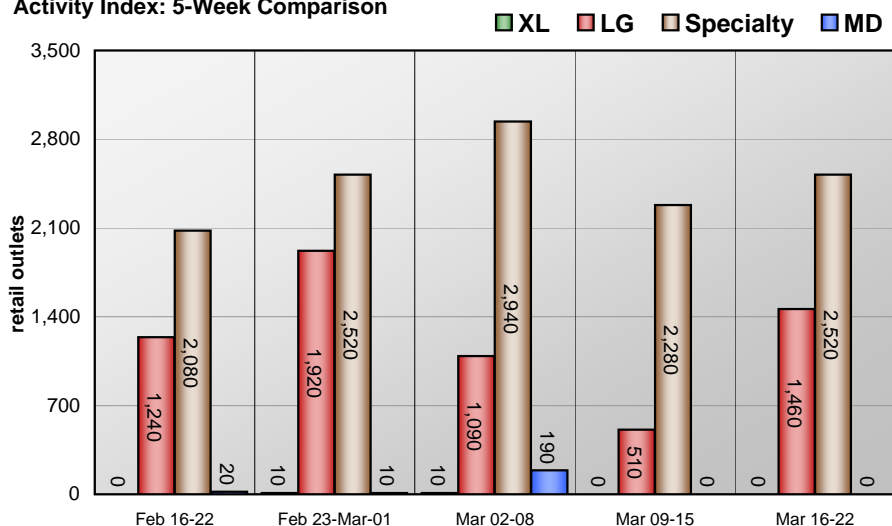
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,460	510	6,100	Large Eggs on Mar-12-2007
Specialty	2,520	2,280	1,450	
Total (includes MD)	3,980	2,790	7,590	577.9
Special Rate 4/:	8.0%	11.0%	4.8%	up 10%

5/: 1,000's of 30-doz cases

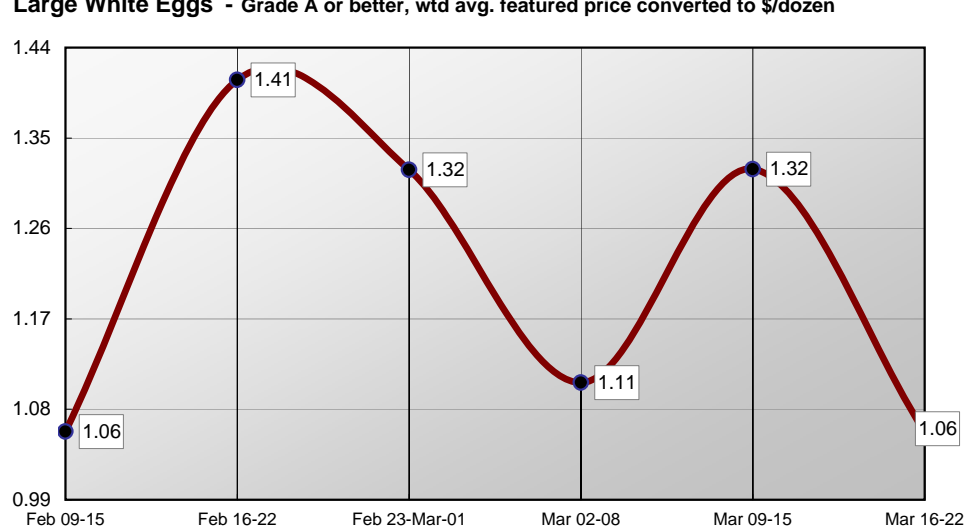
## SHELL EGG and EGG PRODUCTS FEATURING

After many weeks of falling short, regular shell egg ads out paced those of liquid eggs by 15% this week. Regular shell egg feature activity is sharply higher than the previous week, but less than the same period last year. The average price of Large white eggs, Grade A or better offered to consumers declined. Specialty shell eggs are higher than last week and notably about the same as three weeks ago. Omega-3 ads declined in number, however, Cage Free brown egg ads are more frequent followed closely by USDA Certified Organic eggs. Specialty egg features are still more active than regular shell eggs. Store promotions of liquid eggs are lower this cycle.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		45.0% of 3,900 sampled outlets						13.2% of 4,700 sampled outlets						30.1% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 1,700 (includes Medium)						Activity Index = 650 (includes Medium)						Activity Index = 850 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19										0.99 - 1.00	20	1.00
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.00	330	0.99				0.99	80	0.99				0.87 - 1.00	250	0.97
	White 18 pack										1.88	240	1.88				1.50	120	1.50
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.99 - 4.00	230	3.32			2.98	190	2.98				3.50 - 3.98	220	3.53
	OMEGA-3																		
	White 12 pack					1.50 - 3.59	280	2.10			2.50	10	2.50				2.50	20	2.50
	Brown 12 pack					2.50 - 2.53	350	2.52											
	CAGE-FREE																		
	White 12 pack										2.50	10	2.50				2.50	20	2.50
	Brown 12 pack					2.50 - 2.99	500	2.78			2.50 - 2.79	120	2.77				2.50 - 2.79	200	2.60
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		13.3% of 2,700 sampled outlets						2.5% of 1,900 sampled outlets						25.6% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 410 (includes Medium)						Activity Index = 110 (includes Medium)						Activity Index = 260 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.00	90	0.99				1.69 - 1.88	40	1.71				0.69	20	0.69
	White 18 pack				1.69 - 1.77	200	1.74										1.69 - 1.88	20	1.76
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.98	40	0.98												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.99	80	2.99			2.99	40	2.99				2.99	10	2.99
	OMEGA-3																		
	White 12 pack										2.50	10	2.50						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										2.50	10	2.50				1.50 - 1.99	210	1.96

Note: See page 1 for explanatory notes.



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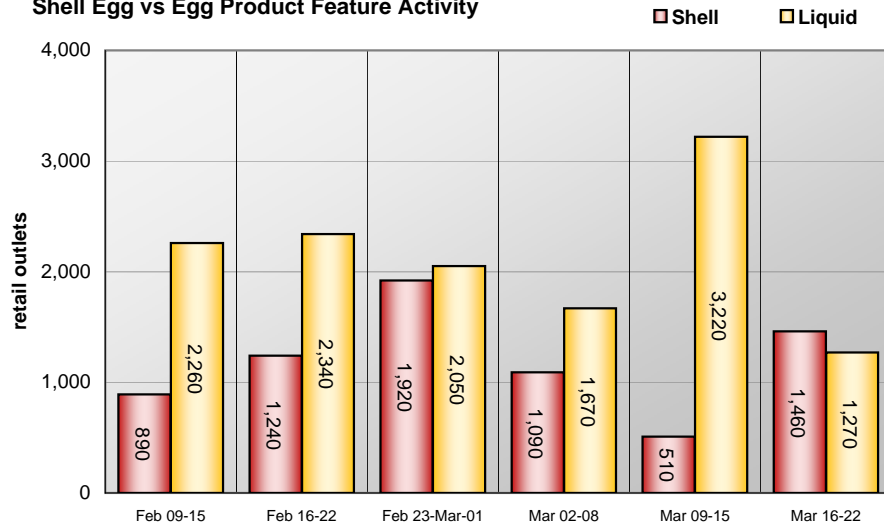
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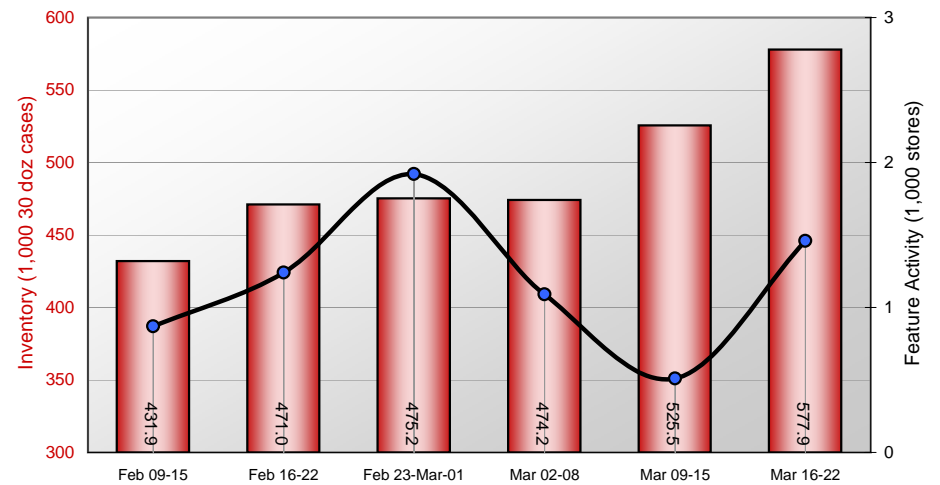
Fri. Mar 16, 2007

EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.9%	19.0%	14.6% of 3,900 sampled	13.0% of 4,700 sampled	3.1% of 2,800 sampled	2.1% of 2,700 sampled	0.0% of 1,900 sampled	2.1% of 1,000 sampled
2/ Activity Index	1,270	3,220	Activity Index = 440	Activity Index = 610	Activity Index = 120	Activity Index = 80	Activity Index = 0	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	700 2.50	1,850 2.28	1.89 - 3.29 60 2.56	2.50 470 2.50	1.79 - 2.69 70 2.54	2.50 - 2.69 80 2.51		2.29 20 2.29
32 oz. carton	480 4.17	1,250 3.95	3.99 - 4.99 320 4.26	3.99 120 3.99	3.99 40 3.99			
3 - 4 oz. cups	90 2.00	120 2.50	2.00 60 2.00	2.00 20 2.00	2.00 10 2.00			
2 - 8 oz. cups								

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.